



**NORTH CENTRAL
COLLEGE 1861**

FOR PLANNING USE ONLY – NOT AN OFFICIAL DEGREE AUDIT

Student Name: _____ North Central ID# _____ College Representative: _____ Date: _____

Your guide for transferring:

- Transfer students with an earned Associate of Arts or Associate of Science will only need to fulfill Career Readiness.
- At least 64 credit hours must be taken at a four-year institution; at least 128 credit hours are required for graduation.
- Some courses may have pre-requisites; please consult the course catalog. One course may fulfill a requirement in up to three different designations.
- Global Understanding can be fulfilled by Study Abroad, including May Term (indicated by *).
- Students with less than 28 transferable hours will need to complete CARD 110, a 1-credit transition course.

GENERAL EDUCATION

Requirement	Course Number/Title	Credit	Grade
Composition	ENG 101 @ Harper		
Writing Intensive	ENG 102 @ Harper		
Public Speaking	SPE 101 @ Harper		
Arts	Any "ART" in guide		
Humanities	Any "HUM" in guide		
Social Science	Completed in major		
Science	Any "SCI" in guide		
Quantitative Analysis	Completed in major		
Power Structures or Global Understanding*	Completed in major		
Ethical Dimensions	Completed in major		
Well Being	ECO 115, HED 200, KIN 202, or KIN 203 @ Harper		
Experiential (one of the following): -Community Engaged Learning -Study Away/Study Abroad -Student Research -Liberal Arts and Problems of Today			
Career Readiness (Must be taken at NC)			

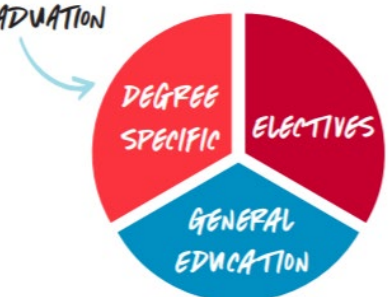
ELECTIVES

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DEGREE-SPECIFIC REQUIREMENTS

B.A. – Foreign Language	• 3 years H.S. with “B” average or • LANG 102 or equivalent or • Designated Study Abroad or • LANG 390 or CLSS 190 (available only to transfers entering with a minimum of 51 transferable credits) <i>Some majors may require courses in addition to foreign language</i>
B.S., B.B.A., B.F.A., & B.M.E.	• Determined by individual major

**128 CREDITS NEEDED
FOR GRADUATION**



Additional Notes: Harper Transfer Guide: <https://www.northcentralcollege.edu/sites/default/files/2025-2026%20HC%20Transfer%20Guide%20Final.pdf>

Transfer Planning Worksheet 2025-2026



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Marketing, B.B.A.

Marketing emphasizes processes for creating, communicating, delivering and exchanging offerings (products and services) that have value for customers, clients, partners and society at large. With a good understanding of the market environment and consumer trends, Marketing Mix strategies (product, place, promotion and price) are used to satisfy consumers' needs and wants. Marketing skills are essential for both businesses and non-for-profit organizations. Students who wish to pursue graduate studies in marketing normally work toward an M.B.A. degree or M.S. degree in Marketing.

Major Requirements

Common SBE Core			
Course Name	Equivalent	Credit	Grade
SBEN 100 - Globalization and Society	MGT 111 @ Harper		
ACCT 201 - Financial Accounting	ACC 101 @ Harper		
ACCT 202 - Managerial Accounting	ACC 102 @ Harper		
BUSN 205 - Business Law and Ethics	ACC 211 @ Harper		
BUSN 265 - Business and Economics Statistics	MTH 225 @ Harper		
BUSN 485 - Business Strategy			
ECON 200 - Principles of Microeconomics	ECO 211 @ Harper		
ECON 205 - Principles of Macroeconomics	ECO 212 @ Harper		
FINA 350 - Corporate Finance			
MGMT 305 - Management and Organizational Behavior	MGT 270 @ Harper		
MKTG 300 - Principles of Marketing	MKT 245 @ Harper		
Marketing Courses			
Course Name	Equivalent	Credit	Grade
MKTG 320 - Integrated Marketing Communications			
MKTG 340 - Professional Selling	MKT 140 @ Harper		
MKTG 370 - Marketing Research			
MKTG 480 - Marketing Management			
Electives			
Four credit hours from the following:			
Course Name	Equivalent	Credit	Grade
MKTG 120 – Consumerism and Black Culture			
MKTG 210 – Bodies, Markets and Marketing			
MKTG 310 - Consumer Behavior	MKT 247 @ Harper		
MKTG 330 - Digital Marketing			
MKTG 350 - AMA Case Competition			
MKTG 460 - International Marketing			
LEAD 370 - Marketing for Social Impact			